



American Recovery and Reinvestment Act of 2009



# EmPower **Louisiana**

LOUISIANA DEPARTMENT OF NATURAL RESOURCES

ENERGY STAR® APPLIANCE REBATE PROGRAM



## Energy Star Retailer Webinar

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## Webinar Logistics

- For voice access please dial:  
Phone number: 1-877-901-0712  
Pass code: 3377092#
- This presentation will be made available on the website:  
<http://dnr.louisiana.gov/stimulus>
- Participants are muted
- At the end of the presentation we will have a Q&A session



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## Agenda

- Introduction
- Overview of Energy Star Program
- Timeline
- Eligible Appliances and Rules
- Application Process
- Q & A



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## The American Recovery and Reinvestment Act of 2009 (ARRA)

### Overview:

- The ARRA of 2009 was signed into law by President Obama on February 17th, 2009
- An unprecedented effort to jumpstart our economy, create or save millions of jobs, and address long-neglected challenges

### Recovery Act Purpose

- Preserve and create jobs and promote economic recovery
- Assist those most impacted by the recession
- Spur technological advances in science and health via investment
- Generate long-term economic benefits via investment
- Stabilize state and local government budgets

### Principles

- As quickly as possible
- Prudent management
- Leveraging public and private funding



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## State Energy Program

### Goals

- Increase energy efficiency to reduce energy costs and consumption
- Reduce reliance on imported energy.
- Improve the reliability and the delivery of energy services.
- Reduce the impacts of energy production on the environment.

### Funding

- The Louisiana Department of Natural Resources was awarded **\$71.6M** to fund energy projects through SEP.



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## Louisiana SEP and the Energy Star Program

- Program Basics:
  - “EmPower Louisiana ENERGY STAR® Appliance Rebate Program”
  - DNR’s Energy Star Program Funding - \$6.6M
    - \$2.2M from SEP
    - \$4.2M from ARRA ENERGY STAR Rebate Funding



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## Overview

- Launch Date: April 24<sup>th</sup>, 8:00 am
- Program design
  - Provide easy to access rebates
  - Low administrative cost
  - Collaboration with
    - Utilities
    - Retailers
  - Online and phone application capabilities





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## Timeline

Event	Date
Project Start Date	December 2009
Marketing Design and Execution Begin	January 1, 2009
<b>Rebate Launch Date</b>	<b>April 24<sup>th</sup>, 2010 (8:00 am)</b>
Appliance Purchase Period	April 24, 2010– February 17, 2012
Rebate Claim Period	April 24, 2010– February 17, 2012
Project Completion	April 30, 2012





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## Eligible Appliances and Rules

- 3 Categories:
  - Home Appliances
  - Hot Water Heaters
  - Heating and Air Conditioning Systems



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## ELIGIBLE APPLIANCES

PRODUCTS TO BE REBATED	REBATE LEVEL	TARGETED QUANTITY	TARGETED # OF PRODUCTS RECYCLED
<b><u>HOME APPLIANCES</u></b>			
Clothes Washers	\$100	4,154	4,154
Dishwashers	\$150	1,933	1,933
Refrigerators	\$250	1,839	1,839
Freezers	\$75	1,442	1,442
Room Air Conditioners	\$75	9,464	9,464
<b><u>HOT WATER HEATERS</u></b>			
Gass Condensing	\$150	1,409	1,409
Electric Heat Pump	\$150	1,715	1,715
Gas Storage	\$150	1,409	1,409
Gas Tankless Water Heaters	\$150	1,409	1,409
Solar (Electric Back Up)	\$150	1,715	1,715
Solar (Gas Back up)	\$150	1,409	1,409
<b><u>HEATING and AIR CONDITIONG SYSTEMS</u></b>			
Central Air Conditioners	\$500	638	638
Air Source Heat Pumps	\$500	86	86
Furnaces	\$500	208	208



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## Eligible Appliances and Rules

- Must be listed on ENERGY STAR ® website
- Must comply with eligibility criteria.  
(next slides)
- Must be certified by the EmPower  
Louisiana ENERGY STAR ®  
Appliance Rebate Program



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## APPLIANCE CRITERIA

### Home Appliances

Products to be Rebated	ENERGY STAR® Criteria
Clothes Washers	$MEF \geq 1.8$ , $WF \leq 7.5$
Dishwashers	$EF \geq 0.65^*$
Refrigerators	20% better than Federal standard
Freezers	10% better than Federal standard
Window A/C Units	Energy Efficiency Rating (EER) is 10% greater than Federal standard



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## APPLIANCE CRITERIA

### Hot Water Heaters

Products to be Rebated	ENERGY STAR® Criteria
Electric Heat Pump	EF $\geq$ 2.0
Gas Storage	EF $\geq$ 0.62 (prior to 9/1/2010) EF $\geq$ 0.67 (post 9/1/2010)
Gas Tankless Water Heaters	EF $\geq$ 0.82
Solar (Electric Back Up)	EF $\geq$ 0.5



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## APPLIANCE CRITERIA

### Heating & Air Conditioning Systems

Products to be Rebated	ENERGY STAR® Criteria
Central Air Conditioners	$\geq 14.5$ SEER or $\geq 12$ EER for split systems;
	$\geq 14$ SEER or $\geq 11$ EER for single package equipment including gas & electric package units
Air Source Heat Pumps	$\geq 8.2$ HSPF & $\geq 14.5$ SEER or $\geq 12$ EER for split systems;
	$\geq 8.0$ HSPF & $\geq 14$ SEER or $\geq 11$ EER for single package equipment including gas & electric package units
Furnaces	AFUE $\geq 90\%$ for Oil Furnaces
	AFUE $\geq 85\%$ for Gas Furnaces



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## Purchaser Qualifications

- Must purchase a new qualifying ENERGY STAR® appliance to replace an existing appliance of the same type.
- Must be a Louisiana state residential customer with a valid proof of Louisiana residential address.
- Must purchase a new qualifying ENERGY STAR® appliance
- Purchase must be within the rebate program period from a Louisiana retailer.
- Must recycle the replaced appliance in accordance with Louisiana state or local laws.
- Must apply for a EmPower Louisiana Energy Star Appliance rebate via the reservation process via phone, or the program website, then mail-in the application and submit a proof of purchase, within 30 days of the appliance purchase.





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## Applicant Information

- Customer information
  - Name
  - Mailing address
  - Phone number
  - Installation address
  - Email address
- Digital signature of customer indicating they meet all qualifications and restrictions



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## Other Qualifications

- Appliance product information:
  - appliance type
  - purchase date
  - purchase price
  - manufacturer name
  - model number
  - serial number
  - store /city where purchased.



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## Other Qualifications

- Home and fuel source information including:
  - type of dwelling
  - year residence was built
  - age of appliance being replaced
  - heating and air conditioning type, if applicable.



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## Rebate Processing

- Rebate Reservation
  - Online/Telephone
  - 30 day rebate reservation
- Hard Copy Mail In
  - Sales receipt & copy of recent utility bill
- Rebate Issued
  - Debit Card
  - Issued for rebate within 4 to 6 weeks



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## Rebate Processing

- Rebate Status Updates
  - Email updates or Website login
  - Reservation approval
  - Receipt of proof of purchase
  - Debit card tracking
  - 30 day reservation time-lapse
  - Application deficiencies



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## Online Application Process

- Apply & check rebates
  - [www.empowerlouisiana.org](http://www.empowerlouisiana.org)
  - Or by phone: 1-877-223-6979
  - Reservations will **not** be accepted until **April 24<sup>th</sup>, 2010**



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## Program Restrictions

- One appliance of each category per Louisiana residential address.
- Customers are not eligible to receive an ENERGY STAR® rebate if receiving a rebate under the Renew Louisiana HERO Program at the same residential address. One or the Other. (excluding Appliances)
- Appliances must be installed in the residence prior to submittal of the rebate claim. Rebates must be applied for within 30 days of purchase.
- Only rebates submitted within the program specific timeframes will be awarded, all others will be disqualified.
- Rebates will not be issued for appliance purchased before or after the rebate offer period.
- Rebates will be awarded on a first-come, first-serve basis until all funds have been exhausted or the program period ends, whichever comes first.
- The customer must allow access to an inspector to verify installation, as required.





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## Partner Utilities

<b>ALEC</b>	<b>ATMOS</b>
<b>AMERICAN ELECTRIC POWER</b>	<b>CENTERPOINT</b>
<b>CLAIBORNE ELECTRIC COOPERATIVE</b>	<b>CLECO</b>
<b>DEMCO</b>	<b>ENTERGY</b>
<b>LEPA</b>	<b>SLEMCO</b>
<b>WASHINGTON ST. TAMMANY COOPERATIVE</b>	<b>SWEPCO</b>



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## SAVE MONEY AND USE LESS ENERGY with ENERGY STAR® MAIL-IN REBATES

Did you know...that if every household in Louisiana used 2010 **ENERGY STAR** qualified appliances, central air conditioners, water heaters, heat pumps and furnaces instead of new 2010 **standard** appliances, central air conditioners, water heaters, heat pumps and furnaces, the savings in our state for those products would be nearly \$1.57 billion\* per year? The kilowatt-hours saved yearly would be enough to supply electricity to nearly 853,000 homes in Louisiana for a year. \*Assumes a standard 8.5 cents/kWh

**To find out more information or to complete an application online, visit <http://www.empowerlouisiana.org/energystar> or by phone at 1-877-223-6979.**



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## Questions??

- In consideration of other attendees, please mute your phone unless you are asking a question...



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## Contact Information

- This presentation will be emailed to all participants
- All questions should be sent to:
  - [laenergystar@shawgrp.com](mailto:laenergystar@shawgrp.com)